

C7715-3A

APRIL  
1989

# pocket summary *of registrations*

*new  
cars*

*new  
trucks*

COURTESY OF

R·L·POLK & CO.

**POLK STATISTICS**



/

# NEW PASSENGER CAR REGISTRATIONS - MONTH

| MAKE                           | APRIL  |        | N. 189<br>APR 88 | N. 190 |       |
|--------------------------------|--------|--------|------------------|--------|-------|
|                                | 1989   | 1988   |                  | 1989   | 1988  |
| <b>CHEVROLET</b>               | 2,442  | 2,448  | 83.40            | 2,442  | 2.64  |
| (Citation)                     | 902    | 1,368  | 69.67            | 1.07   | 1.50  |
| (New Yorkers)                  | 905    | 642    | 140.08           | 1.07   | .75   |
| (Sth. Ave.)                    | 1579   | 422    | 37.38            | .79    | .49   |
| (Impressa)                     | -      | -      | -                | -      | -     |
| <b>BODGE</b>                   | 4,162  | 4,224  | 722.12           | 5.18   | 4.95  |
| (Daytona)                      | 842    | 671    | 124.88           | 1.00   | .78   |
| (Shadow)                       | 854    | 720    | 91.28            | .78    | .84   |
| (Spiral)                       | 428    | -      | -                | -      | -     |
| (Dynaflow)                     | 1,412  | 654    | 257.17           | 1.37   | .64   |
| (Sedan)                        | 1674   | 197    | 39.61            | .47    | 1.06  |
| <b>PLYMOUTH</b>                | 2,640  | 2,716  | 94.57            | 7.04   | 3.15  |
| (Horizon)                      | 212    | 444    | 58.37            | .71    | .52   |
| (Sundance)                     | 655    | 584    | 115.67           | .82    | .69   |
| (Accclaim)                     | 785    | -      | -                | .91    | -     |
| (Reliant)                      | 771    | 984    | 34.4             | .40    | 1.14  |
| (Laser)                        | 255    | -      | -                | .18    | -     |
| <b>EAGLE</b>                   | 4,172  | 4,444  | 147.88           | 1.78   | .52   |
| (Premier)                      | 721    | 245    | 72.37            | .45    | .25   |
| <b>CHEVROLET HYUNDAI CORP.</b> | 462,64 | 47,92  | 87.46            | 11.42  | 11.46 |
| <b>FORD</b>                    | 1,365  | 1,252  | 154.34           | 16.10  | 15.03 |
| (Escort)                       | 2,726  | 2,891  | 96.43            | 7.71   | 3.36  |
| (Probe)                        | 1055   | 234    | 450.57           | 1.25   | .27   |
| (Mustang)                      | 1042   | 140    | 84.44            | 1.37   | 2.12  |
| (Tempo)                        | 2,427  | 2,274  | 94.02            | 6.44   | 2.64  |
| (Taurus)                       | 7,774  | 1,140  | 103.88           | 9.47   | 3.52  |
| (Crown Victoria)               | 989    | 1002   | 54.17            | 1.17   | 1.22  |
| (Thunderbird)                  | 1054   | 1040   | 101.14           | 1.25   | 1.25  |
| <b>MINI</b>                    | 16,905 | 16,074 | 105.17           | 2.01   | 1.86  |
| <b>MERCE</b>                   | 4,315  | 4,010  | 105.74           | 5.11   | 4.74  |
| (Topaz)                        | 801    | 672    | 122.02           | .85    | .76   |
| (Sable)                        | 1,056  | 970    | 115.41           | 1.70   | 1.11  |
| (Cougar)                       | 927    | 1014   | 91.44            | 1.10   | 1.18  |
| (Grand Marquis)                | 9440   | 9458   | 94.80            | 1.12   | 1.16  |
| <b>LINCOLN/MERCE DIV.</b>      | 6,113  | 5,761  | 106.12           | 7.55   | 6.68  |
| <b>FORD MOTOR CO.</b>          | 1,970  | 1,673  | 105.35           | 27.37  | 21.37 |
| <b>BUICK</b>                   | 4,650  | 4,583  | 111.39           | 5.73   | 5.32  |
| (Skyhawk)                      | 1966   | 2,131  | 71.99            | .23    | .32   |
| (Somerset/Skyline)             | 5478   | 4,205  | 170.27           | 3.04   | .49   |
| (Century)                      | 1,167  | 9178   | 126.57           | 1.19   | 1.06  |
| (Regal)                        | 7208   | 10,002 | 72.07            | .85    | 1.15  |
| (Wildcat)                      | 1946   | 923    | 210.83           | .23    | .11   |
| (Realta)                       | 605    | 216    | 280.09           | .07    | .03   |
| <b>CADILLAC</b>                | 2,249  | 2,137  | 105.13           | 2.67   | 2.48  |
| (Allante)                      | 295    | 262    | 112.60           | .03    | .03   |
| (Eldorado)                     | 3022   | 2556   | 118.23           | .36    | .30   |
| (Seville)                      | 2079   | 1404   | 148.08           | .25    | .16   |
| <b>CHEVROLET</b>               | 1,609  | 1,700  | 70.79            | 14.00  | 15.10 |
| (Nova)                         | 2272   | 1,145  | 19.83            | .27    | 1.33  |
| (Celebrity)                    | 1607   | 2182   | 13.68            | 1.31   | 2.53  |
| (Corsica)                      | 18014  | 18795  | 95.84            | 2.14   | 2.18  |
| (Beretta)                      | 15322  | 15917  | 96.26            | 1.82   | 1.85  |
| (Cavalier)                     | 25836  | 24524  | 105.35           | 3.04   | 2.84  |
| (Camaro)                       | 10529  | 9456   | 111.35           | 1.25   | 1.10  |
| (Corvette)                     | 1672   | 2215   | 75.49            | .20    | .26   |
| (Monte Carlo)                  | 128    | 355    | 34.1             | .02    | .44   |
| <b>OLDSMOBILE</b>              | 5,434  | 5,667  | 92.60            | 6.44   | 6.81  |
| (Catalina)                     | 8006   | 8502   | 94.17            | .94    | .99   |
| (Cutlass Classic)              | 17597  | 18649  | 94.11            | 2.08   | 2.17  |
| (Cutlass)                      | 7655   | 8248   | 92.36            | .91    | .96   |
| (Toronado)                     | 720    | 1399   | 51.47            | .09    | .16   |
| <b>PONTIAC</b>                 | 6,405  | 6,615  | 96.27            | 7.60   | 7.72  |
| (Sunbird)                      | 9169   | 6633   | 141.25           | 1.11   | .77   |
| (Grand AM)                     | 17122  | 20137  | 85.03            | 2.03   | 2.33  |
| (6000)                         | 6637   | 8156   | 81.42            | .81    | .95   |
| (Bonneville)                   | 8164   | 8758   | 93.27            | .97    | 1.02  |
| (Firebird)                     | 6827   | 4774   | 116.44           | .81    | .67   |
| (Fiero)                        | 599    | 2185   | 18.26            | .05    | .25   |
| (Grand Prix)                   | 10866  | 7885   | 136.08           | 1.29   | .93   |
| <b>GEN. MTR. CORP.</b>         | 70,548 | 32,269 | 94.70            | 76.23  | 37.43 |
| (Domestic)                     | 12     | 7      | 171.43           | -      | -     |
| (Other Import)                 | 2,442  | 2,445  | 56.35            | 22.55  | 29.40 |
| <b>W. TOTAL</b>                | 84,305 | 86,126 | 57.81            | -      | -     |

# NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

| MAKE                      | YEAR TO DATE |         | % CHG<br>VS '84 | % INCL |       | YEAR<br>END<br>1985 |
|---------------------------|--------------|---------|-----------------|--------|-------|---------------------|
|                           | 1989         | 1988    |                 | 1989   | 1988  |                     |
| <b>CHEVROLET</b>          | 73058        | 111007  | 65.81           | 2.32   | 1.27  | 283648              |
| (Belair)                  | 28197        | 64421   | 53.68           | .93    | 1.61  | 140610              |
| (New Yorker)              | 35436        | 30365   | 16.70           | 1.12   | .90   | 34741               |
| (Std. Dev.)               | 5946         | 13033   | 25.81           | .19    | .68   | 36848               |
| (Impala)                  |              |         |                 |        |       |                     |
| <b>BOBCE</b>              | 141747       | 118887  | 91.05           | 4.68   | 4.67  | 495415              |
| (Daytona)                 | 22468        | 27016   | 97.61           | .71    | .68   | 10472               |
| (Shadow)                  | 25535        | 2709    | 94.37           | .81    | .78   | 89259               |
| (Spirit)                  | 15937        |         |                 | .51    |       | 2438                |
| (Dynasty)                 | 40376        | 10960   | 212.84          | 1.27   | .66   | 76834               |
| (Ries)                    | 15158        | 15785   | 38.44           | .48    | 1.15  | 101368              |
| <b>PLYMOUTH</b>           | 87870        | 114405  | 76.81           | 2.79   | 1.26  | 31224               |
| (Horizon)                 | 10927        | 15762   | 71.15           | .14    | .45   | 59777               |
| (Sundance)                | 26550        | 23736   | 113.68          | .94    | .68   | 87320               |
| (Reliant)                 | 14542        | 44878   | 71.25           | .48    | 1.37  | 110524              |
| (Laser)                   | 7084         |         |                 | .10    |       | -                   |
| <b>FALC</b>               | 24200        | 19220   | 124.92          | .77    | .67   | 62030               |
| (Premier)                 | 14184        | 7570    | 181.37          | .45    | .23   | 37534               |
| <b>CHEVROLET MYR CORP</b> | 132877       | 403499  | 62.55           | 7.66   | 11.87 | 1176518             |
| <b>FORD</b>               | 611793       | 608122  | 101.12          | 12.23  | 14.89 | 1477815             |
| (Escort)                  | 115328       | 117920  | 97.80           | 2.66   | 3.47  | 384992              |
| (Probe)                   | 39176        | 3000    |                 | .24    | .09   | 68128               |
| (Mustang)                 | 61781        | 60340   | 101.05          | 1.98   | 1.79  | 164567              |
| (Tempo)                   | 40565        | 87174   | 92.42           | 2.58   | 2.46  | 278714              |
| (Taurus)                  | 116854       | 131107  | 88.41           | 3.65   | 3.92  | 176371              |
| (Crown Victoria)          | 34847        | 38747   | 89.97           | 1.11   | 1.14  | 113349              |
| (Thunderbird)             | 33869        | 47672   | 91.50           | 1.27   | 1.28  | 118516              |
| <b>LINCOLN</b>            | 62963        | 58515   | 107.60          | 2.00   | 1.72  | 190506              |
| <b>MERCUY</b>             | 150684       | 156330  | 96.02           | 4.78   | 4.81  | 481396              |
| (Topaz)                   | 30094        | 45800   | 122.84          | .94    | .70   | 85945               |
| (Sable)                   | 36607        | 19241   | 93.29           | 1.16   | 1.16  | 118140              |
| (Cougar)                  | 31644        | 36877   | 85.46           | .60    | .60   | 104242              |
| (Grand Marquis)           | 34404        | 36426   | 96.44           | 1.09   | 1.07  | 116160              |
| <b>LINC/MERC DIV</b>      | 219628       | 218799  | 100.84          | 6.97   | 5.40  | 684187              |
| <b>FORD MOTOR CO</b>      | 731421       | 724521  | 100.95          | 63.20  | 61.31 | 2262202             |
| <b>BUICK</b>              | 177052       | 190831  | 91.68           | 1.44   | 6.81  | 574652              |
| (Skyhawk)                 | 6813         | 10834   | 62.89           | .20    | .30   | 21080               |
| (Somerset/Skyline)        | 18544        | 18773   | 100.97          | .59    | .50   | 56037               |
| (Century)                 | 46646        | 37392   | 124.74          | 1.47   | 1.10  | 130385              |
| (Regal)                   | 28149        | 38869   | 72.78           | .89    | 1.10  | 132111              |
| (Wildcat)                 | 8242         | 3737    | 167.06          | .20    | .11   | 11289               |
| (Wildcat)                 | 1088         | 4438    | 476.11          | .07    | .01   | 3693                |
| <b>CADILLAC</b>           | 88756        | 80541   | 110.20          | 12.82  | 2.17  | 259772              |
| (Allante)                 | 949          | 1033    | 91.87           | .03    | .03   | 3191                |
| (Eldorado)                | 10485        | 8718    | 120.27          | .34    | .26   | 30766               |
| (Seville)                 | 7872         | 8772    | 118.24          | .25    | .20   | 22184               |
| <b>CHEVROLET</b>          | 433072       | 487787  | 88.20           | 13.74  | 14.65 | 1469632             |
| (Nova)                    | 10465        | 40331   | 25.95           | .37    | 1.19  | 96298               |
| (Celebrity)               | 71361        | 89712   | 79.54           | 2.25   | 2.64  | 252447              |
| (Corsica)                 | 64751        | 66000   | 98.11           | 2.05   | 1.94  | 194708              |
| (Corvette)                | 52857        | 59879   | 88.27           | 1.68   | 1.76  | 180181              |
| (Cavalier)                | 100512       | 97414   | 103.18          | 3.20   | 2.88  | 306969              |
| (Camaro)                  | 35405        | 30182   | 117.31          | 1.12   | .89   | 89072               |
| (Corvette)                | 5726         | 7916    | 72.33           | .18    | .23   | 22928               |
| (Monte Carlo)             | 806          | 15071   | 5.35            | .03    | .04   | 30186               |
| <b>OLDSMOBILE</b>         | 204830       | 221767  | 92.36           | 6.50   | 6.62  | 708449              |
| (Catalina)                | 29814        | 31390   | 94.98           | .95    | .92   | 108843              |
| (Cutlass Ciera)           | 65144        | 72219   | 90.20           | 2.06   | 2.13  | 235522              |
| (Cutlass)                 | 35657        | 27177   | 131.20          | 1.13   | .80   | 112127              |
| (Toronado)                | 2799         | 4848    | 57.74           | .09    | .14   | 15054               |
| <b>PONTIAC</b>            | 241902       | 247443  | 98.24           | 7.67   | 7.77  | 759594              |
| (Sunbird)                 | 29784        | 24984   | 119.21          | .94    | .73   | 80290               |
| (Grand Am)                | 69849        | 75724   | 92.24           | 2.21   | 2.24  | 226053              |
| (6000)                    | 24429        | 31398   | 80.99           | .81    | .82   | 96750               |
| (Bonneville)              | 31149        | 40146   | 77.59           | .98    | 1.18  | 107055              |
| (Firebird)                | 19439        | 19402   | 100.19          | .62    | .67   | 57421               |
| (Fiero)                   | 1713         | 9198    | 18.62           | .05    | .27   | 24111               |
| (Grand Prix)              | 49985        | 21847   | 210.57          | 1.46   | .64   | 97733               |
| <b>GEN MYR CORP</b>       | 1141671      | 1234740 | 92.46           | 76.24  | 76.52 | 3776346             |
| <b>MISC - Domestic</b>    | 317          | 317     |                 |        |       | 156                 |
| <b>Other Import</b>       | 94638        | 101709  | 81.25           | 26.62  | 30.50 | 3264307             |
| <b>U S TOTAL</b>          | 7152385      | 8399886 | 84.74           |        |       | 10479321            |

## UNITED STATES SUMMARY

(Memo Total) = Included in Make Total

3

# NEW TRUCK REGISTRATIONS

| MAKES                  | APRIL  | %     | YEAR TO DATE |         | % '89  | % IND |       |
|------------------------|--------|-------|--------------|---------|--------|-------|-------|
|                        | 1989   | IND   | 1989         | 1988    | VS '88 | 1989  | 1988  |
| Autocar                | 3      | -     | 17           | 218     | 7.80   | -     | .01   |
| Chevrolet              | 109126 | 25.56 | 408313       | 409203  | 99.93  | 25.41 | 24.62 |
| Chrysler               | -      | -     | -            | -       | -      | -     | -     |
| Dodge                  | 48113  | 11.27 | 180463       | 190781  | 94.59  | 11.21 | 11.48 |
| Ford                   | 129877 | 30.44 | 476095       | 488830  | 97.39  | 29.59 | 29.44 |
| Freightliner           | 2254   | .53   | 8673         | 7793    | 111.29 | .54   | .47   |
| G.M.C.                 | 30415  | 7.12  | 114915       | 120411  | 95.44  | 7.14  | 7.26  |
| Hino                   | 178    | .04   | 230          | 279     | 101.62 | .04   | .04   |
| Isuzu                  | 7670   | 1.80  | 12212        | 24589   | 131.08 | 2.00  | 1.48  |
| Iveco                  | 183    | .03   | 577          | 604     | 95.53  | .04   | .04   |
| Jeep                   | 19034  | 4.46  | 75567        | 77766   | 97.17  | 4.69  | 4.68  |
| John Deere             | 713    | .17   | 2277         | 1941    | 117.31 | .14   | .12   |
| Kenworth               | 1850   | .43   | 6516         | 4892    | 133.20 | .40   | .29   |
| Mac/Midliner           | 2379   | .56   | 8320         | 6898    | 120.61 | .52   | .42   |
| Mercedes Benz          | 174    | .04   | 663          | 931     | 71.21  | .04   | .06   |
| Mitsubishi             | 3335   | .78   | 13724        | 18613   | 69.97  | .85   | 1.18  |
| Navistar               | 6176   | 1.45  | 24605        | 26386   | 91.18  | 1.53  | 1.62  |
| Nissan                 | 13122  | 3.07  | 53842        | 55733   | 96.61  | 3.35  | 3.35  |
| Peterbilt              | 1686   | .39   | 5991         | 5053    | 118.56 | .37   | .30   |
| Plymouth               | 16184  | 3.79  | 59396        | 59356   | 100.07 | 3.69  | 3.57  |
| Pontiac                | -      | -     | -            | -       | -      | -     | -     |
| Scania                 | 11     | -     | 41           | 57      | 71.93  | -     | -     |
| Volvo                  | 97     | .02   | 411          | 558     | 73.66  | .03   | .03   |
| Western Star           | 187    | .03   | 531          | 522     | 101.72 | .03   | .03   |
| White                  | 7      | -     | 63           | 1768    | 4.61   | -     | .08   |
| WHITE GMC              | 1359   | .33   | 6156         | 2229    | 276.18 | .38   | .13   |
| Other Imports          | 32588  | 7.63  | 127922       | 153728  | 83.21  | 7.95  | 9.25  |
| Miscellaneous Domestic | 267    | .06   | 951          | 1068    | 89.04  | .06   | .06   |
| U. S. Total            | 426928 | -     | 1609551      | 1661607 | 96.85  | -     | -     |

## TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

| MAKES                  | GVW 1<br>0-4 | GVW 2<br>4-10 | GVW 3<br>10-14 | GVW 4<br>14-18 | GVW 5<br>18-19.5 | GVW 6<br>19.5-26 | GVW 7<br>26-33 | GVW 8<br>33 &<br>OVER |
|------------------------|--------------|---------------|----------------|----------------|------------------|------------------|----------------|-----------------------|
| Autocar                | -            | -             | -              | -              | -                | -                | -              | 17                    |
| Chevrolet              | 232494       | 163309        | 7510           | 684            | 56               | 2137             | 2638           | 85                    |
| Chrysler               | -            | -             | -              | -              | -                | -                | -              | -                     |
| Dodge                  | 136663       | 43800         | -              | -              | -                | -                | -              | -                     |
| Ford                   | 228066       | 220914        | -              | 8059           | -                | 2551             | 11192          | 5313                  |
| Freightliner           | -            | -             | -              | -              | -                | -                | -              | 8673                  |
| G.M.C.                 | 54839        | 51842         | 736            | 439            | 1375             | 1492             | 3669           | 263                   |
| Hino                   | -            | -             | 56             | -              | 135              | 140              | 359            | -                     |
| Isuzu                  | 29510        | -             | 1962           | 187            | 70               | 287              | 216            | -                     |
| Iveco                  | -            | -             | 296            | 179            | 78               | 24               | -              | -                     |
| Jeep                   | 75095        | 472           | -              | -              | -                | -                | -              | -                     |
| John Deere             | -            | 4             | 153            | 1733           | 387              | -                | -              | -                     |
| Kenworth               | -            | -             | -              | -              | -                | -                | 179            | 6337                  |
| Mac/Midliner           | -            | -             | -              | -              | -                | 785              | 847            | 6678                  |
| Mercedes Benz          | -            | -             | -              | -              | -                | 258              | 405            | -                     |
| Mitsubishi             | 12538        | -             | 667            | -              | 211              | 247              | 61             | -                     |
| Navistar               | -            | -             | -              | 50             | 45               | 4929             | 9056           | 10525                 |
| Nissan                 | 53256        | -             | 129            | -              | 231              | 92               | 134            | -                     |
| Peterbilt              | -            | -             | -              | -              | -                | -                | 336            | 5655                  |
| Plymouth               | 59396        | -             | -              | -              | -                | -                | -              | -                     |
| Pontiac                | -            | -             | -              | -              | -                | -                | -              | -                     |
| Scania                 | -            | -             | -              | -              | -                | -                | -              | 41                    |
| Volvo                  | -            | -             | -              | -              | -                | 355              | -              | 56                    |
| Western Star           | -            | -             | -              | -              | -                | -                | -              | 531                   |
| White                  | -            | -             | -              | -              | -                | -                | -              | 63                    |
| WHITE GMC              | -            | -             | -              | -              | -                | -                | -              | 6158                  |
| Other Imports          | 127319       | 603           | -              | -              | -                | -                | -              | -                     |
| Miscellaneous Domestic | -            | 271           | -              | -              | -                | -                | -              | 680                   |
| Total                  | 1009236      | 481215        | 11509          | 11331          | 2588             | 12952            | 29647          | 51073                 |
| 1988 Total             | 1083760      | 461565        | 11100          | 6700           | 2902             | 19598            | 31090          | 43492                 |
| 1989 vs '88            | 95.12        | 103.81        | 103.68         | 179.86         | 89.18            | 66.09            | 95.36          | 117.43                |

# NEW IMPORTED CARS LEADING MAKES

| MAKES                                                   | YEAR TO DATE<br>1989 |                  | YEAR TO DATE<br>1988 |                  |
|---------------------------------------------------------|----------------------|------------------|----------------------|------------------|
|                                                         | UNITS                | % OF<br>INDUSTRY | UNITS                | % OF<br>INDUSTRY |
| DOMESTIC SPONSORED IMPORTS                              |                      |                  |                      |                  |
| Chevrolet Sprint/Geo Metro                              | 15,998               | 5.1              | 16,886               | 5.0              |
| Chevrolet Spectrum                                      | 19,881               | 6.1              | 21,185               | 6.8              |
| Chrysler Conquest                                       | 2,476                | 0.7              | 3,088                | 0.9              |
| Dodge Colt Di. Sw                                       | 10,497               | 3.3              | 14,888               | 4.4              |
| Dodge Colt Vista Sw                                     | 2,775                | 0.8              | 3,162                | 1.0              |
| Eagle Medallion                                         | 2,951                | 0.9              | 7,158                | 2.1              |
| Eagle Summit                                            | 7,667                | 2.3              | -                    | -                |
| Ford Festiva                                            | 24,447               | 7.7              | 21,748               | 6.4              |
| GM Lotus                                                | 46                   | -                | 59                   | -                |
| GM X84                                                  | 1,701                | 0.5              | 1,711                | 0.5              |
| GM Scorpio                                              | 4,278                | 1.4              | 12,041               | 3.4              |
| Mercury Capri                                           | -                    | -                | -                    | -                |
| Mercury Tracer                                          | 18,614               | 5.4              | 17,738               | 5.2              |
| Plymouth Colt Di. Sw                                    | 9,974                | 3.0              | 13,127               | 3.9              |
| Plymouth Colt Vista Sw                                  | 2,241                | 0.7              | 3,105                | 0.9              |
| Pontiac Lemans                                          | 17,085               | 5.4              | 18,850               | 5.4              |
| T/C by Manufacturer                                     | 707                  | 0.2              | -                    | -                |
| Others                                                  | -                    | -                | -                    | -                |
| Total Domestic Sponsored Imports                        | 179,004              | 4.3%             | 145,972              | 4.2%             |
| OTHER IMPORTS                                           |                      |                  |                      |                  |
| Acura                                                   | 4,983                | 1.3%             | 38,179               | 11.2%            |
| Audi                                                    | 8,848                | 2.4%             | 78,947               | 23.2%            |
| BMW                                                     | 2,111                | 0.6%             | 24,858               | 7.2%             |
| Honda                                                   | 147,191              | 39.8%            | 217,864              | 64.1%            |
| Hyundai                                                 | 8,970                | 2.4%             | 47,182               | 13.6%            |
| Mazda                                                   | 75,121               | 20.2%            | 87,400               | 25.4%            |
| Mercedes-Benz                                           | 22,778               | 6.0%             | 26,847               | 7.9%             |
| Mitsubishi                                              | 24,591               | 6.5%             | 18,071               | 5.3%             |
| Nissan                                                  | 147,749              | 39.8%            | 147,716              | 43.5%            |
| Seat                                                    | 10,182               | 2.7%             | 17,209               | 5.0%             |
| Subaru                                                  | 40,154               | 10.6%            | 30,400               | 8.9%             |
| Toyota                                                  | 42,387               | 11.2%            | 120,144              | 35.3%            |
| Volkswagen                                              | 18,833               | 5.0%             | 48,797               | 14.3%            |
| Volvo                                                   | 11,408               | 3.0%             | 17,718               | 5.1%             |
| Yugo                                                    | 13,778               | 3.6%             | 17,400               | 5.1%             |
| Others                                                  | 28,415               | 7.5%             | 129,424              | 38.0%            |
| Total Other Imports                                     | 644,749              | 16.7%            | 1,077,046            | 31.5%            |
| GRAND TOTAL ALL IMPORT CARS                             | 823,753              | 21.0%            | 1,223,018            | 35.7%            |
| NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS.) |                      |                  |                      |                  |
| DOMESTIC SPONSORED IMPORTS                              |                      |                  |                      |                  |
| Dodge Ram ES                                            | 10,111               | 2.4%             | 20,151               | 1.2%             |
| Dodge Raider                                            | 1,487                | 0.3%             | 2,878                | 0.1%             |
| Chevrolet Geo Tracker                                   | 2,411                | 0.6%             | -                    | -                |
| OTHER IMPORTS                                           |                      |                  |                      |                  |
| Isuzu                                                   | 2,978                | 0.7%             | 2,284                | 0.1%             |
| Mazda                                                   | 17,141               | 4.1%             | 77,711               | 4.5%             |
| Mitsubishi                                              | 15,178               | 3.7%             | 18,876               | 1.1%             |
| Nissan                                                  | 57,141               | 13.7%            | 45,111               | 2.6%             |
| Subaru                                                  | 1                    | 0%               | 28                   | 0%               |
| Suzuki                                                  | 1,144                | 0.3%             | 1,181                | 0.0%             |
| Toyota                                                  | 11,420               | 2.8%             | 92,421               | 5.5%             |
| Volkswagen                                              | 1,740                | 0.4%             | 2,548                | 0.1%             |
| Others                                                  | 14,171               | 3.4%             | 1,128                | 0.0%             |
| Total Other Import Trucks                               | 112,744              | 13.8%            | 140,731              | 0.8%             |
| GRAND TOTAL ALL IMPORT TRUCKS                           | 124,858              | 3.0%             | 160,889              | 0.9%             |
| UNITED STATES SUMMARY                                   |                      |                  |                      |                  |
| IMPORTED LIGHT TRUCKS (0-10,000 LBS.)                   |                      |                  |                      |                  |
| IMPORTED BY SUBSIDIARIES FOR INTERNAL USE               |                      |                  |                      |                  |
| REPRODUCING OR SHARING IS PROHIBITED                    |                      |                  |                      |                  |

## NEW VEHICLE REGISTRATIONS UNITED STATES CALENDAR YEAR TOTALS

| YEAR | CARS      | TRUCKS  |
|------|-----------|---------|
| 1984 | 3,012,878 | 404,896 |
| 1985 | 3,088,408 | 467,142 |
| 1986 | 3,115,842 | 480,101 |
| 1987 | 3,188,668 | 487,888 |
| 1988 | 3,477,861 | 520,927 |

# **YOUR COMPETITIVE EDGE**

**in the market place**

## **AUTOMIS**

Polk's Automotive Market Information System can be a significant aid to decision-making. It has vehicle data, demographics, and geography. AutoMIS includes:

- A computerized database of car and truck buyers
- Quarterly reports on market activity trends
- Custom-designed research studies

*Call or write Lin Ross for more information.*

**R. L. POLK & CO.**

6400 MONROE BLVD. • TAYLOR, MI 48180 • (313) 292-3200